From: Adrian Gill
To: Microsoft ATR
Date: 1/25/02 8:10pm
Subject: Microsoft and the downfall of BeOS

Dear Sir,

One of the reasons for the failure of BeOS, was the inability
to induce OEMs to provide true dual-boot machines. Be Inc adopted a
non-confrontational approach, seeking to provide a Windows alternative
rather than a replacement. It later produced a version that boots from
inside Windows, and it even offered OEMs BeOS for free.

However, Microsoft OEM contracts forbid a visible dual-boot option,
and although OEMs were keen to differentiate themselves by offering
Be's "Media OS" as an alternative, they risked breaching the OEM
agreements.

When Hitachi took up the challenge, it was obliged to ship a machine
that could _only_ boot Windows. It couldn't provide one-click access
to activate the sleeper OS that was also included on the machine, and
couldn't provide similar easy access to install the BeOS bootloader.

Thank you for your time.

Yours faithfully,
A. Gill